



Bureau of Educational and Cultural Affairs

THE EXCHANGE

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Welcome to this first issue of the U.S. Department of State's Bureau of Educational and Cultural Affairs' (ECA) newest product—*The Exchange*—a look at how people to people exchanges are working for the Department of State and the American people.

I know *The Exchange* will add to your understanding of the variety, power and capacity of exchanges to build understanding between Americans and people around the world. With this in mind, *The Exchange* will introduce the men and women who participate in ECA exchanges as well as those who make such exchanges possible.

Secretary of State Colin Powell said, "As we work to end the scourge of terrorism, let us also work in partnership to increase peace, prosperity and democracy." That is ECA's mission.

ECA is the partnership bureau, working with public and private organizations, thousands of volunteers, conducting 35,000 exchanges annually through Fulbright, International Visitor and Citizen Exchange programs.

President Bush said: "Freedom is the non-negotiable demand of human dignity; the birthright of every person—in every civilization."

Through ECA programs, journalists, religious leaders, business people, community leaders, government officials --men and women from virtually all walks of life-- can experience for themselves how democracy works and how they can be instruments of change within their own societies helping others realize their birthright of freedom.

Years of experience have demonstrated that direct contact with America and Americans is a powerful agent for change and provides an unparalleled opportunity for mutual understanding and respect. So many people who come to this country for the first time are surprised to discover that we are a faith based country—of many faiths, that we are connected to family and community, that we have a strong volunteer ethic and spirit of true generosity. Americans discover that we have so many shared values with others as well. ECA exchanges create an expanding network of likeminded achievers around the world whose common bond is a belief in democracy.

I once heard someone ask, "When is the best time to plant an oak tree?" The answer was: Twenty-five years ago. When is the second best time? The answer is now. I look forward to hearing from you and looking for ways we can work together. We have a lot of oak tree planting to do.

Patricia S. Harrison
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First Lady Laura Bush tours "After September 11: Images of Ground Zero" at the Kampa Museum in Prague. To her right is "Welder Wounded by Exploded Bullets," by Joel Meyerowitz.

(Photo by Chris Midura)

"I show people here the destruction in America and it shows we are not so different. We understand the tragedy in America because we lived with tragedy under the Taliban and through years of war."

- Sahara

Wahidy (Guide for the Meyerowitz exhibit showing at the Afghanistan National Gallery)

ECA FAST FACT

In 2002, the "After September 11: Images of Ground Zero" exhibit travelled to over 135 cities and 64 countries

FEATURED INVESTMENTS

INSPIRED BY INTERNATIONAL VISITOR PROGRAM, OMANI ALUMNA 'THROWS HER HIJAB INTO THE POLITICAL RING'

Less than a month after she completed ECA's regional International Visitor program, Women as Political Leaders: U.S. Elections and Political Campaigns, Rafiah Al-Tal'ei of Oman met with U.S. Ambassador to Oman Richard L. Baltimore III to discuss the experience. The program triggered her decision to run for the Majlis Al Shura, the Consultative Council, in October 2003. A prominent journalist, Al-Tal'ei was among 49 Arab women leaders, who participated in the program, October 19 through November 7, 2002. Designed to promote strong and effective political involvement by women in the Arab world, the program was a collaborative effort between ECA and the Department's Bureau of Near Eastern Affairs (NEA). The other participants were from Algeria, Bahrain, Egypt, Israel (Palestinians), Jordan, Kuwait, Lebanon, Morocco, Qatar, Saudi Arabia, Syria, Tunisia, United Arab Emirates and Yemen.

Beginning their program in Washington, DC, the women participated in a seminar on effective campaign strategies and public relations skills. Political consultants James Carville and Mary Matalin discussed methods for winning elections in a democratic system.

They also met with National Security Advisor Dr. Condoleezza Rice, Assistant Secretary of State Patricia Harrison, and Deputy Assistant Secretary of State Elizabeth Cheney, in addition to joining Mrs. Cheney at the Vice President's residence for tea.

Observing Congresswoman Constance Morella's performance on election night at the campaign headquarters "made a deep impression on me," said Al-tal'ei. Despite having lost the election, Morella "was very strong, and focused on the importance of public service." Al-tal'ei said she was impressed also by the involvement of campaign volunteers and the depth of their commitment to seeing the congresswoman re-elected.

Al-tal'ei also formed very positive impressions of the League of Women Voters. "Some of the volunteers are quite elderly, but they are so keen to encourage people to vote, and so active," she said. "I remembered them when I was talking to my mother about how she can vote in Oman now." Al-tal'ei said she appreciated how often Deputy Assistant Secretary Cheney met with the women adding that she was moved by the personal career background that

Cheney shared with them. Recalling her meeting with Assistant Secretary Patricia Harrison, Al-tel'ei remarked, "I would like to be like her someday; she is so energetic, intelligent, and full of ideas."

"What I liked most [about the United States] was the freedom of the press," said Al-tal'ei, explaining that as a journalist she was particularly interested in how the media covers events and accesses information,

noting, "Here, we don't have enough freedom." She was particularly struck by Americans' freedom to criticize politicians' views and actions and Americans' ability to distinguish between the position a person holds and the person himself. "We love our country, and his majesty," she said, "but we want freedom of expression..."



Forty-nine Arab women leaders, at the Vice President's Residence with Mrs. Lynn Cheney (second row, fourth from left), Assistant Secretary of State Patricia S. Harrison (at far right), and ECA Staff members. Program participant Rafiah Al-Tal'ei (at back near center) wears a gray hijab.

(Photo by Marjory Hardy Train)

CONTINUED ON PAGE 3 "INSPIRED INTERNATIONAL VISITOR"

AFGHAN TEACHER ALUMNI RECOGNIZED AS 'NATION BUILDERS' BY PRESIDENT AND MRS. BUSH



Afghan teacher Raihana of Kabul embraces Laura Bush during the visit to the White House for participants in ECA's Afghanistan Teacher Education Project, December 4, 2002. The teachers' exchange was designed to help them become master teachers and teacher trainers in Afghanistan.

(White House Photo by Susan Sterner)

Thirteen women teachers from Afghanistan participated in the Afghanistan Teacher Education Project, a professional development exchange in the United States, which underscored America's commitment to rebuilding Afghanistan, October 27 - December 6, 2002. Sponsored by ECA's Fulbright Teacher Exchange program and administered by the University of Omaha, the visit was part of multi-phase project designed to enhance the skills of Afghan teachers and prepare them to train other teachers in their country.

Participants were recruited from across Afghanistan, with assistance from the Afghan Ministries of Education and Women's Affairs, the U.S. embassy, and two non-governmental organizations. Many participants were selected based on their commitment to teaching during the Taliban regime, when they instructed children, both girls and boys, in home-based or underground schools.

The teachers spent five weeks in Nebraska studying English and basic computer skills, and learning how to adapt U.S. learning theory and practices to teach reading, writing, and

health to Afghan children. They visited public and parochial schools statewide.

The teachers concluded their project in Washington, D.C. with an interactive session with American teachers on the challenges of implementing new ideas in the classroom. The Afghan teachers met with Mrs. Bush and were commended as nation builders by President Bush at the signing of the Afghan Relief Bill December 4. The Afghan teachers also discussed needs and priorities with State Department officials including Assistant Secretary of State for South Asian Affairs Christina Rocca.

Under Secretary of State for Public Diplomacy and Public Affairs Charlotte Beers assured the group, "We want to help you extend education to the many others you will touch in your country."

Assistant Secretary of State Patricia Harrison, in response to a plea from one teacher for continued assistance to eradicate illiteracy in Afghanistan, reiterated a pledge President Bush made to another exchange group of Afghan women: "We will be there and that's a promise." She added, "Teachers represent a vital exchange group...what you do now and in years to come is critical to our communities, our countries, and our world."

"INSPIRED INTERNATIONAL VISITOR" CONTINUED FROM PAGE 2

In five teams that traveled respectively to Tallahassee/Tampa, FL; Concord, NH; Raleigh, NC; Detroit, MI/Toledo, OH; or Dallas, TX, the women observed election campaigns and met with Arab-Americans. "Meeting with six women politicians in Toledo was very useful. They talked about real problems of public office, as a wife, as a mother," Al-tal'ei noted. "They have the same fears we have."

Returning to Washington, the participants shared their impressions with Secretary Colin Powell, Under Secretary Charlotte Beers, Assistant Secretary William Burns, Assistant Secretary Patricia Harrison and attended an Iftaar dinner hosted by Assistant Secretary Burns. The women said they valued their opportunity to "see democracy in action and determined to make democracy stronger" in their own countries. Throughout the program, they received practical advice on how to run an effective political campaign. They were surprised by the prominent roles of the media and fundraising in campaigns and impressed by transparency in the U.S. voting process as a means to create accountability within the political system. Many of the women in the program returned to their countries with a strengthened resolve to either run for office or facilitate that option for other politically motivated women, Al-tal'ei not least among them.

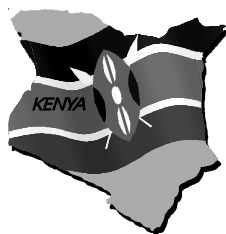
ECA ALUMNI: THE MEASURE OF SUCCESS

ECA exchange participants criss-cross the globe every day. The programs that carry them are varied and multi-faceted, and the results are as diverse as the programs themselves. There are over 700,000 alumni of ECA programs

throughout the world. As a result of their experience, ECA alumni return to their countries with the valuable skills they need to contribute to the future of their country. They are able to share their experience with others and can return to their countries and speak with authority and integrity about America and its people.

The success of ECA exchange programs is measured in various ways, including personal successes of participants making a positive impact in their communities, evaluations based on participant surveys, quotes from program participants, stories, and photos.

ECA EXCHANGE ALUMNI IN NEW GOVERNMENT AND NINTH PARLIAMENT OF KENYA



Name (Year of ECA Program) Current Position

Mwai Kibaki (1999)	President
Mr. Michael Wamalwa Kijana (1996)	Vice President
Mr. Kiraitu Murungi (1999)	Minister for Justice & Constitutional Affairs
Mr. Najib Balala (1999)	Minister for Gender, Sports, Culture & Social Services
Mr. Kipruto arap Kirwa (1993)	Minister for Agriculture & Livestock Development
Ms. Martha Karua (1991)	Minister for Water Resources
Mr. Moody Awori (1988)	Minister for Home Affairs and National Heritage
Mr. Amos Wako (1979)	Attorney General
Mr. Musikari Nazi Kombo (2001)	Assistant Minister for Planning and Development
Mr. Festus Mwangi Kiunjuri (2000)	Assistant Minister for Energy
Ms. Beth Mugo (1998)	Assistant Minister for Information & Tourism
Ms. Betty Tett (1998)	Assistant Minister for Local Government
Mr. Emmanuel Karisa Maitha (1991)	Assistant Minister for Local Government

SEVEN IV PROGRAM ALUMNI ELECTED TO NEW BRAZILIAN GOVERNMENT



Name (Year of ECA Program) Current Position

Antonio Palocci (1995)	Finance Minister
Paulo César Hartung Gomes (1997)	Governor, Espírito Santo
Raul Louis Henry (1997)	State Deputy
Ronaldo Augusto Santos Lessa (1997)	Governor of Alagoas
Zenaldo Rodrigues Coutinho (1997)	Federal Deputy, Pará
Mauricio Rands Coelho Barros (2002)	Federal Deputy
Bruno Cavalcanti de Araujo (2002)	Pernambuco State Rep

KENYA CONTINUED....

Ms. Esther Koimett (2002)	Permanent Secretary
Eric Gor Sungu (2001)	Kisumu Town East MP
Mr. Samuel Honora Poghishio (2001)	Kacheliba MP
Mr. David Musila (2001)	Mwingi South MP
Mr. Justine Muturi (2001)	Siakago MP
Mr. George Ochilo Ayacko (2000)	Rongo MP
Mr. Njenga Karume (1999)	Kiambaa MP
Mr. Sammy Leshore (1999)	Samburu East MP
Mr. Norman Nyagah (1999)	Kamukunji MP
Mr. Musa Sirma (1999)	Eldama Ravine MP
Mr. William Ruto (1999)	Eldoret North MP
Mr. Rai Samuel Gonzi (1993)	Kinango MP
Mr. Yusuf Haji (1986)	Ijara MP
Mr. William ole Ntimama (1976)	Narok North MP
Ms. Margaret Chemengich	Ministry of Trade & Industry
Hubert Humphrey Scholar (1986-1987)	Permanent Secretary

ECA EVALUATING PERFORMANCE

The Evaluation Division

A significant challenge to the U.S. public diplomacy community is measuring the effectiveness of exchange programs and their long-term impact on United States interests and world peace. More than 700,000 men, women and youths from the United States and around the world have participated in ECA exchanges, which are designed to promote mutual respect and understanding, as well as long-term linkages between the people of the United States and the people of other countries. Do ECA programs make the most of the Bureau's resources and effectively support U.S. foreign policy goals?

The Evaluation Division of the Office of Policy and Evaluation (ECA/P) administers exchange outcome evaluations not only in the quest for tangible evidence, but also to enhance the exchange programs and to answer the question posed by the Government Performance and Results Act of 1993: "So what?" When developing evaluation projects, ECA/P follows the Program Evaluation Standards of the *American Evaluation Association*, and works closely with Bureau program offices, Department public diplomacy offices, U.S. embassies, and non-profit partner organizations.

"The program evaluations we manage, which range from time-tested programs to current special initiatives to counter terrorism, demonstrate the extraordinary success of the exchange model and demonstrate program accountability," explains Chief for Evaluation Ted Kniker. "What's more, the evaluations provide important program alumni perspectives that inform ECA program officers as they develop future exchanges."

Kniker's staff will initiate ten evaluations in 2003. Descriptions of current ECA/P evaluation projects and summaries of completed evaluations are available online at <http://exchanges.state.gov/education/evaluations>.

The Evaluation Division contracts independent evaluators to design evaluations, collect, measure and analyze qualitative and quantitative data, and report findings.

An example is the evaluation of the Georgian Institute of Public Administration (GIPA), conducted by Lehmann Surveys & Research from November 2000 to September 2002, to assess whether GIPA met its goals to improve

public administration in Georgia and increase the respect for public service in that country's master's program.



Participants in the Special Initiative International Visitor Project "Working for Peaceful Change in a Democratic Society," in Honolulu, Hawaii

The Evaluation Division utilizes surveys to evaluate programs in specific cases. In consultation with the Office of International Visitors, Kniker's staff developed the survey questionnaire that when completed by the program alumni resulted in the *Evaluation of the International Visitor (IV) Program Special Initiative Projects in Response to the Events of September 11, 2001*. As part of the ECA Post-September 11, 2001 Counter-terrorism Action Plan, the Office of International Visitors

conducted ten "Special Initiative" International Visitor (IV) projects that brought leaders from countries with significant Muslim populations to the United States. The participants, from 19 countries in the Near East, South Asia, East Asia and Central Asia, represented ministries of defense, national and local government, non-governmental organizations, independent Islamic and Arabic broadcast and print media, community and civic groups in diverse religious communities, and educational institutions. The projects aimed to promote information exchange, to establish deeper dialogue, and to increase mutual respect and understanding between the people of the United States and people of other countries.

The aggregated results from quantitative and qualitative data obtained from 85 respondents out of 95 participants, clearly demonstrate that participants in the ten IV projects received accurate and balanced information about the United States, deepened their understanding of Americans through dialogue and information-sharing, and experienced profound positive changes in their views and perceptions of the United States and Americans as a result of their exchange experience. Through the efforts of the Evaluation Division, ECA meets its challenge to measure effectiveness and gain tangible evidence that exchange programs do have a positive impact on United States interests.

STATE SPOTLIGHT: HAWAII



Fulbrighters	23
Academic Exchangees	10
East-West Center Participants	476
International Visitors	50

Total Program Participants in Hawaii 569

Program Participants from Hawaii	42
Program Visitors to Hawaii	527

Assistant Secretary Harrison Visits East-West Center

Assistant Secretary of State for Educational and Cultural Affairs Patricia S. Harrison recently traveled to Honolulu, Hawaii, en route to the PAO Conference in Singapore, where she visited the East-West Center (EWC). The EWC is an internationally recognized education and research organization. Assistant Secretary Harrison also met with Governor Linda Lingle, who also serves as a board member of the East West Center.

“The Center plays a pivotal role in establishing strong relations between the citizens of Hawaii and the Asia Pacific community,” said Governor Lingle. “These relationships afford our residents an opportunity to strengthen personal and professional ties in the region, while securing a more peaceful and prosperous future.”

The Center carries out its mission through programs of cooperative study, training and research. Professionals and students from the United States, Asia and the Pacific, study and work together at the EWC to better understand issues of common and critical concern and explore mutually beneficial ways of addressing them. The EWC, which receives funding from the Bureau of Educational and Cultural Affairs, was established by the U.S. Congress in 1960.

U.S. - East Timor Scholarship Program

The U.S. – East Timor Scholarship Program housed at the East-West Center in Honolulu, is building East Timor’s leadership group in one generation, by providing scholarships for university study in the U.S. in areas critical to East Timor’s development after years of war.



Governor Lingle Appoints Fulbrighter

Governor Linda Lingle named Fulbrighter Raymond M. Jefferson as deputy director of Hawaii’s Department of Business, Economic Development and Tourism (DBEDT) on January 27, 2003. “He brings a fresh and global perspective to how government, private industry, and the community can form partnerships to innovatively address economic and social issues. His experience in Washington, D.C. and Asia will enhance DBEDT Director Ted Liu’s efforts to expand and diversify our state’s economy,” said Governor Lingle.

Jefferson served as an Army officer for 11 years with infantry and Special Forces units, the Presidential Honor Guard, 3rd Ranger Battalion, and 1st Special Forces Group. In 1995, he was sent to the Tripler Army Medical Center after losing the fingers on his left hand, while protecting his team from a prematurely detonated hand grenade.

Jefferson was a Fulbright Fellow in Singapore (2001-2002) where he analyzed public sector leadership in Singapore’s multicultural environment and surveyed the state of social entrepreneurship and service firsthand, through volunteerism.



Ray Jefferson (Standing) trains disabled teens in Singapore.

ECA: REACHING YOUNGER, WIDER, DEEPER

JORDANIANS IMPRESSED WITH RELIGIOUS FREEDOM IN THE UNITED STATES

In December 2002, PAS Amman conducted a group debriefing session with the grantees from an International Visitor project on the role of religion in the United States. Seven graduate students are currently teaching at Jordan's Ministry of Education, and two of the group also serve as imams at local mosques. In n cities across the U.S., they met with fellow religion students, scholars, professors, representatives of government, NGOs, and members of Muslim, Christian, Jewish and Buddhist communities. The grantees were "elated over their experience, and enthusiastic about continuing the dialogue begun in the U.S.," as well as "astonishingly impressed with the freedom of religion." Their previous perceptions of the U.S. had "completely changed." PAS plans to build on this program with these grantees as the "core of [an] expanded outreach" to Jordan's moderate Muslim

AMBASSADOR'S FUND PRESERVES TURKEY'S CULTURAL HERITAGE

The first stage of a cultural preservation project in Turkey funded through ECA's Cultural Property division was recently completed. The Hatay Museum project is an exhibit of archaeological finds from Bilkent University's regional excavations at the ancient harbor Kinet Höyük. Objects were selected for the exhibit and work began on a Turkish-English language presentation to instruct museum visitors about the purpose of the excavation and Kinet's cultural significance in a regional and broader Mediterranean context.



A medieval glazed bowl (12-14 c. AD)

CONGRESSIONAL DELEGATION VISITS CHINA UNDER ECA-SPONSORED EXCHANGE

Thirteen Members of Congress are participating in an ECA Office of Citizen Exchange-sponsored inter-parliamentary exchange with the National People's Congress of China, through a grant to the United States Association of Former Members of Congress. A delegation of 31 (members, staff, and invited guests), headed by Chair of the US-China Inter-parliamentary Exchange Rep. Donald Manzullo (R-IL), are in Hong Kong, Beijing and Nanjing January 12-19, for meetings with the leadership of the National People's Congress, which is hosting the delegation. The earmarked funds in ECA's appropriation for this project also provide for a United States-Korea inter-parliamentary exchange; tentative plans call for a U.S. Congressional delegation to Korea in March 2003.

FULBRIGHT CONFLICT RESOLUTION STUDENTS FROM BOTH SIDES OF THE PAKISTANI BORDER AWARDED RESEARCH GRANT



Fulbright Student Ali Gohar

a traditional conflict resolution mechanism of the Pashtun people, who live on both sides of the Pakistan-Afghanistan border. Gohar and Yousufzai plan to document the principle of Jirga, focusing on its process and the extent to which it resolves conflicts. Beginning in January 2003, they will conduct interviews with 30 tribal and Jirga elders from Afghanistan and the northwest frontier of Pakistan, and will meet with representatives of various organizations in both countries. The Fulbrighters will produce a resource and training manual on intermediary roles and conflict transformation for organizations working at the community level, academicians and local groups, to be published in English and Pushto in both print and electronic versions.

Two Fulbright fellows in the Conflict Transformation Program at Eastern Mennonite University have been awarded nearly \$40,000 by the U.S. Institute of Peace for a major research project in Pakistan and Afghanistan. The grant will permit Ali Gohar and Hassan Yousufzai, to continue their study of the "Jirga,"



Fulbright Student Hassan Yousufzai

FLEX ALUMNI LEAD THE WAY IN EDUCATING STUDENTS IN THE DANGERS OF DRUGS



winning poster from the "Say No To Drugs" poster contest in Turkmenistan

With FSA Alumni funds obligated to PAS Ashgabad by the Office of Policy and Evaluation. FLEX alumni conducted a series of "Say NO to Drugs" seminars for high schoolA students. The seminars were prepared with assistance from

the United Nations' Office for Drug Control and Crime Prevention. As part of the project, the alumni organized a poster contest for high school students; the winning posters were printed and displayed during the seminars.

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